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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of

BURBRIDGE et al

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Examiner:

For: **TRACKING AUDIENCE SIZE (AS AMENDED)**

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August 2, 2005

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

PRELIMINARY AMENDMENT

Prior to calculation of the filing fee and in order to place the above identified application in better condition for examination, please amend as follows:

AMENDMENTS TO THE TITLE

Please amend the title as follows:

~~METHOD FOR TRACKING THE SIZE OF A MULTICAST AUDIENCE~~

TRACKING AUDIENCE SIZE